

REMINGTON ARMS Safety Media Plan '02		29/Jan/02				
Ad Name	Publication	Circulation	Cover Date	On Sale	Space Due	Mat'ls Due
Safety 1/2VBW	American Hunter (NRA)	1,251,156	May	20-Apr	21-Feb	21-Feb
Safety 1/2VBW	American Hunter (NRA)	1,251,156	Jun	20-May	21-Mar	21-Mar
Safety 1/2VBW	American Hunter (NRA)	1,251,156	Jul	20-Jun	21-Apr	21-Apr
Safety 1/2VBW	American Rifleman (NRA)	1,676,777	May	20-Apr	21-Feb	21-Feb
Safety 1/2VBW	American Rifleman (NRA)	1,676,777	Jun	20-May	21-Mar	21-Mar
Safety 1/2VBW	American Rifleman (NRA)	1,676,777	Jul	20-Jun	21-Apr	21-Apr
Safety 1/2VBW	Field & Stream	1,500,000	May	23-Apr	1-Mar	1-Mar
Safety 1/2VBW	Field & Stream	1,500,000	Jun	21-May	1-Apr	1-Apr
Safety 1/2VBW	Field & Stream	1,500,000	Jul	25-Jul	1-May	1-May
Safety 1/2VBW	Outdoor Life	900,000	May	23-Apr	1-Mar	1-Mar
Safety 1/2VBW	Outdoor Life	900,000	Jun/Jul	28-May	1-Apr	1-Apr
Safety 1/2VBW	Outdoor Life	900,000	Aug	23-Jul	3-Jun	3-Jun
Safety 1/2VBW	North American Hunter	733,940	Apr/May	22-Mar	5-Feb	20-Feb
Safety 1/2VBW	North American Hunter	733,940	Jun/Jul	27-May	3-Apr	20-Apr
Safety 1/2VBW	North American Hunter	733,940	Aug	22-Jul	4-Jun	20-Jun
Safety 1/2VBW	Peterson's Hunting	364,513	May/Jun	9-Apr	11-Feb	16-Feb
Safety 1/2VBW	Peterson's Hunting	364,513	Jul	4-Jun	10-Apr	15-Apr
Safety 1/2VBW	Peterson's Hunting	364,513	Aug	2-Jul	10-May	15-May
Safety 1/2VBW	Shooting Times	202,002	May	2-Apr	5-Feb	12-Feb
Safety 1/2VBW	Shooting Times	202,002	Jun	7-May	13-Mar	20-Mar
Safety 1/2VBW	Shooting Times	202,002	July	1-Jun	10-Apr	17-Apr
Safety 1/2VBW	Sports Afield	450,000	May	9-Apr	13-Feb	20-Feb
Safety 1/2VBW	Sports Afield	450,000	Jun	7-May	13-Mar	20-Mar
Safety 1/2VBW	Sports Afield	450,000	July	11-Jun	17-Apr	22-Apr
TOTALS:		21,235,164				